



KSAZ
511 W. Adams Street
Phoenix, AZ 85003
(602) 257-1234

CONTRACT

<u>Contract / Revision</u> 4079744 / 1		<u>Alt Order #</u> Issue
<u>Product</u> LCV/SEN MAJORITY PAC		
<u>Contract Dates</u> 10/16/12 - 10/22/12	<u>Estimate #</u> 2099	
<u>Advertiser</u> League Conservation Voters / Senate Majorit		<u>Original Date / Revision</u> 10/15/12 / 10/19/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSAZ	<u>Account Executive</u> Chris Johnson	<u>Sales Office</u> FSS Philadelphi
<u>Special Handling</u>		
<u>Demographic</u> Adults 25+		
<u>IDB#</u>	<u>Advertiser Code</u> 126	<u>Product Code</u> 133
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Waterfront Strategies
1010 Wisconsin Ave
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	KSAZ	10/16/12	10/19/12	M-F 5a-530a	5a-530a		:30			NM	3	\$1,500.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$500.00			
2	KSAZ	10/16/12	10/19/12	M-F 530a-6a	530a-6a		:30			NM	4	\$2,400.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				4	\$600.00			
3	KSAZ	10/16/12	10/19/12	M-F 6a-7a News	6a-7a		:30			NM	3	\$3,000.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$1,000.00			
4	KSAZ	10/16/12	10/19/12	M-F 8a-9a News	8a-9a		:30			NM	4	\$3,200.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				4	\$800.00			
5	KSAZ	10/16/12	10/19/12	M-F 430-5a News	430-5a		:30			NM	4	\$600.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				4	\$150.00			
6	KSAZ	10/20/12	10/20/12	Sa 8a-9a News	8a-9a		:30			NM	1	\$375.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$375.00			
8	KSAZ	10/16/12	10/19/12	M-F 9a-10a News	9a-10a		:30			NM	8	\$3,600.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				8	\$450.00			
9	KSAZ	10/16/12	10/19/12	M-F 10a-11a	10a-11a		:30			NM	4	\$1,000.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				4	\$250.00			
10	KSAZ	10/16/12	10/19/12	M-F 12p-1230p Noon News	12p-1230p		:30			NM	4	\$2,000.00
		Political Issue										

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<u>Contract Dates</u> 10/16/12 - 10/22/12	<u>Product</u> LCV/SEN MAJORITY P	<u>Estimate #</u> 2099
<u>Advertiser</u> League Conservation Vol		<u>Original Date / Revision</u> 10/15/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				4	\$500.00			
11	KSAZ	10/16/12	10/17/12	M-F 430p-5p	430p-5p		:30			NM	2	\$2,000.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W----				2	\$1,000.00			
12	KSAZ	10/16/12	10/17/12	M-F 5p-530p News	5p-530p		:30			NM	2	\$3,000.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W----				2	\$1,500.00			
13	KSAZ	10/16/12	10/19/12	M-F 530p-6p News	530p-6p		:30			NM	2	\$3,000.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$1,500.00			
14	KSAZ	10/16/12	10/19/12	M-F 1030p-11p	1030p-11p		:30			NM	3	\$1,200.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$400.00			
15	KSAZ	10/16/12	10/19/12	M-F 10p-1030p News	10p-1030p		:30			NM	3	\$4,200.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$1,400.00			
16	KSAZ	10/16/12	10/19/12	M-F 9p-10p News	9p-10p		:30			NM	3	\$6,000.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$2,000.00			
18	KSAZ	10/21/12	10/21/12	NFL RS Game Home	10a-7p		:30			NM	1	\$25,000.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$25,000.00			
34	KSAZ	10/16/12	10/16/12	Fox News Spl: Political	Fox News Spl: Poli		:30			NM	1	\$5,000.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$5,000.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KSAZ	10/15/12-10/21/12		Fox News Spl: Political	Fox News Spl: Pol	-Tu-----	:30		\$5,000.00	NM		
See MG 34.2												
2	KSAZ	10/19/12-10/19/12		NLCS Champ Game Non Hor	430p-730p	-----F----	:30		\$5,000.00	NM		
(M) MG for 34.1 10/16												
35	KSAZ	10/16/12	10/19/12	M-F 7a-8a News	7a-8a		:30			NM	1	\$1,000.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				1	\$1,000.00			
36	KSAZ	10/16/12	10/19/12	M-F 430-5a News	430-5a		:30			NM	1	\$200.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				1	\$200.00			
37	KSAZ	10/21/12	10/21/12	Su 8a-9a News	8a-9a		:30			NM	2	\$650.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				2	\$325.00			

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4079744 / 1	Issue

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/16/12 - 10/22/12	LCV/SEN MAJORITY P	2099

<u>Advertiser</u>	<u>Original Date / Revision</u>
League Conservation Vol	10/15/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
38	KSAZ	10/21/12	10/21/12	Su 1030p-11p	1030p-11p		:30			NM	1	\$500.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$500.00			
39	KSAZ	10/22/12	10/22/12	M-F 5a-530a	5a-530a		:30			NM	1	\$500.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$500.00			
40	KSAZ	10/22/12	10/22/12	M-F 530a-6a	530a-6a		:30			NM	1	\$600.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$600.00			
41	KSAZ	10/22/12	10/22/12	M-F 6a-7a News	6a-7a		:30			NM	1	\$1,000.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,000.00			
42	KSAZ	10/22/12	10/22/12	M-F 8a-9a News	8a-9a		:30			NM	1	\$800.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$800.00			
43	KSAZ	10/22/12	10/22/12	M-F 430-5a News	430-5a		:30			NM	1	\$150.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$150.00			
44	KSAZ	10/22/12	10/22/12	M-F 9a-10a News	9a-10a		:30			NM	2	\$900.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				2	\$450.00			
45	KSAZ	10/22/12	10/22/12	M-F 10a-11a	10a-11a		:30			NM	1	\$250.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$250.00			
46	KSAZ	10/22/12	10/22/12	M-F 12p-1230p Noon News	12p-1230p		:30			NM	1	\$500.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$500.00			
47	KSAZ	10/22/12	10/22/12	M-F 430p-5p	430p-5p		:30			NM	1	\$1,000.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,000.00			
48	KSAZ	10/22/12	10/22/12	M-F 5p-530p News	5p-530p		:30			NM	1	\$1,500.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,500.00			
49	KSAZ	10/22/12	10/22/12	M-F 530p-6p News	530p-6p		:30			NM	1	\$1,500.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,500.00			
50	KSAZ	10/22/12	10/22/12	M-F 1030p-11p	1030p-11p		:30			NM	1	\$400.00
		Political Issue										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract Dates</u> 10/16/12 - 10/22/12	<u>Product</u> LCV/SEN MAJORITY P	<u>Estimate #</u> 2099
<u>Advertiser</u> League Conservation Vol		<u>Original Date / Revision</u> 10/15/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$400.00			
51	KSAZ	10/22/12	10/22/12	M-F 10p-1030p News	10p-1030p		:30			NM	1	\$1,400.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,400.00			
52	KSAZ	10/22/12	10/22/12	M-F 9p-10p News	9p-10p		:30			NM	1	\$2,000.00
Political Issue												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$2,000.00			
Totals											72	\$81,925.00

*Tax 1 Note: Phoenix City Sales Tax 0.5%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/22/12	72	\$81,925.00	\$69,636.25	\$348.18	\$69,984.43
Totals	72	\$81,925.00	\$69,636.25	\$348.18	\$69,984.43

Signature: _____ **Date:** _____

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